

Special Selling SMART-NEW Spring Styles



\$4.95

NEW PATTERNS
NEW STYLES
NEW COLOR
COMBINATIONS
NEW TRIMMINGS
SOFT, FEMININE
LINES

WALK-AITE
Style Shop
WOMEN'S APPAREL
10171 101st Street

SOAP FOR GUEST

It is nice to have several cakes of guest-size soap in the house when company comes. It is so much more sanitary and dainty to provide the house guest with her own individual cake of soap than to have her share in any of the home bathroom appointments.

PRaises LIBRARY

The Cleveland Public Library, which is directed by a woman, Miss Linda Eastman, recently visited by W. A. Wauchop, parliamentary librarian of Wellington, New Zealand, who praised the library system which issues millions of books yearly.



The
8-Hour
Beauty
Treatment
that keeps you
young in looks
and spirit

Restful Sleep and Tireless Days

This Natural, Drugless Way

See for yourself how much more Restfully you Sleep at night—How Much Better You Look and Feel Next Day.

There is no beauty treatment that equals sleep. Specialists concur in this and common sense bears it out.

For the sake of your health : : : your appearance : : : your nerves, try OVALTINE if you do not SLEEP.

OVALTINE CONTAINS NO DRUGS. It is not a medicine. It is a food concentrate prepared by the special Ovaltine process so as to combine certain invaluable elements of nutrition required by body, nerves and brain.

OVALTINE ACTS IN THREE WAYS

- 1 Ovaltine, taken as a warm drink at bedtime, tends to draw away excess blood from the brain, thus inviting mental calm and preparing the mind for sleep.
- 2 Ovaltine, taken into the stomach at bedtime quiets digestive unrest by gently stimulating and aiding the digestive process.
- 3 Ovaltine supplies important food elements, the absence of which in daily diet leads to irritated nerves and sleeplessness.

Try Ovaltine tonight. See for yourself how quickly you fall asleep—how much more completely you rest. Notice how much better you look in the morning after a night of sound refreshing sleep.

Phone your druggist or grocer for a tin of Ovaltine now. Add two teaspoonsful to a cup of hot milk (not boiled or scalded) just before you go to bed. You'll sleep soundly. And tomorrow your mirror will tell a different story.

A. WANDER LIMITED, Elmwood Park, Peterborough, Ont.

OVALTINE
TONIC FOOD BEVERAGE

Prize Optimist To Marry No-Good Boy

DEAR MISS DIX—I am 19 and my father and mother have been very good to me and at great sacrifice to themselves are sending me to college. I am in love with a boy whom my parents like because he gets drunk and because he has no job and no way of making a living. I have told my mother that I am going to marry this boy instead of going back to college. Don't you think that if I want to marry this boy I have every right in the world to do so? I told my parents that they are old fogies of the year 1900 and that things are done differently now. Do you think I will be happy married to this boy or do you think I should go back to school and wait for a while before marrying him?

HOPEFUL.

Answer:

Well, if you can be hopeful of being happy married to a drunken boy who can't support you, you are certainly the world's greatest optimist. Why, child, you haven't a single chance on earth of making a success of that kind of marriage.

Do you think that you would enjoy having a set for a husband or that it would be any pleasure to sit up at night waiting for the drag of a stumbling footstep, and at last to have a sudden, blaring, maudlin man come home to you? Do you think you would enjoy the experience of having to go to live with his people or with yours, neither of whom would want you with your good-for-nothing loafing husband, knowing yourself unwelcome and a burden upon them? Believe me, there is no more humiliating experience in the world than for a girl to have to go back home and take with her a parasitic husband who can't even earn his own bread.

Don't be a little fool and throw away all your chances of happiness in life just because you are in love. You have a chance of a good education and make something of yourself eventually to marry a man you can be proud of. Make the most of that chance. Have enough pride not to throw yourself away on a drunken boy who isn't fit to marry any girl. No man has a right to ask a girl to marry him unless he has some way of supporting her and her children.

As for your saying that you have every right in the world to marry whom you please without regard to your parents' opinion, that is absurd. It isn't your own affair exclusively. It is your parents' affair just as much as it is yours, because they are the ones who will have to pay the price of your mistake if you make one.

DOROTHY DIX.



Dorothy Dix

What New York Is Wearing

By Helen Williams



Minute Make-Ups

By V. V.



2723
The newest cosmetic ensemble for evening provides soft eyelashes for blondes and silver for brunettes. They must be professionally applied, but the effect dims Cleopatra's glory.

Character Close-Ups



THIS SMALL EYE
WITH ITS RUTHLESS
LOOK IS A SIGN
OF THE SCHEMING,
WILY PERSON

A BEDTIME STORY

Story by HAL COCHRAN Pictures by GEORGE SCARBO

"Say, we've been tricked and double-crossed," cried "Cuppy." "Think what we have lost. That great big pile of nice fresh money. Let's chase that crazy man."

"Oh, let the old banana guy run on," let Scouty with a sigh. "Of course we might catch up with him, but I don't think we can."

At last I'm positive I know who opened up my fruit box. Do you little tots confess?"

And then a farrow jumped in sight and Scouty said: "Yes, sir, you're right. We did it, but we didn't know we'd get into a mess."

"Of course not," added Goldy. "We were out to see what we could see. If we'd done up any harm, we would have it right away."

"The farmer cried," "I'll take you little tot to that house. I'll take you right back to that house. The whole bunch heard him say."

"Hey! You don't do that," cried Windy. "You will be sorry, are you? You're picking on a little tot because you're big and strong."

The farmer, though, hung on real tight, and would have walked right out of sight, but Cuppy whispered to the rest: "We'd better trail along."

Then Goldy said: "Perhaps you're right, but we'll be in a awful fix, if we get too pernickety. I like new friends, you see."

Just then a deep voice said, "Oh, the farmer gets a surprise in the end story."

Hudson's Bay Company

INCORPORATED 27th MAY 1870

Telephone 27141

Store Hours, 9 a.m. to 6 p.m.

FEBRUARY FURNITURE AND STORE-WIDE SALE

THURSDAY — FRIDAY — SATURDAY

2 CARLOADS

BRAND NEW FURNITURE AT SALE PRICES

Offering 10 Living Room Suites

Every One Extra-Ordinary Value!

These suites have all been built to HBC specifications and are such a value that you really cannot afford to overlook them.

The Chesterfield is 75 inches long with high back—one Chesterfield chair has buttoned hollow back—and one chair has Bunny back to match.

Hard wearing, attractive tapestry coverings—you'd expect to pay at least 25 to 35% more than our February Furniture Sale Price on these suites. 3-Pieces

CONVENIENT TERMS MAY BE ARRANGED

59.50



HARD-WEARING TAPESTRY COVERINGS

Walnut Dining Room Suites

Another Outstanding Special!

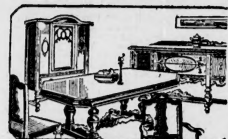
These are practical, well-built dining room suites of distinctive design in beautiful walnut.

Nine pieces completes each suite—extension table with double pedestal base and extra leaves—spacious buffet with deep linen drawers and ample storage space—arm chair and 5 side chairs with seats that are upholstered in genuine leather.

Complete

CONVENIENT TERMS MAY BE ARRANGED.

79.50



4-Piece Walnut Bedroom Suites

Priced for Quick Selling

Here are suites that anyone will be proud to own and they are being offered at remarkably low February Sale Prices, Thursday.

Each suite consists of 4 pieces—full-size panel bed; roomy four-drawer chiffonier; Hollywood vanity with plate mirror; upholstered bench to match.

The quantity is limited to seven suites, so we suggest that you order your suite early to avoid disappointment.

Complete suites

CONVENIENT TERMS MAY BE ARRANGED.

Furniture, Third Floor—HBC

59.50



NOTE THE LOW PRICE!

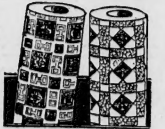
NOTICE

All Charge
Purchases Entered
On Your
February Accounts

600 Square Yards Dominion Roxeolium

At the lowest price we've ever offered to our knowledge. Standard quality—latest designs from the mill. You'll marvel at the wide range of colorings—waterproof felt base, lies flat without tacking. Bring your measurements and be early. 6-ft. wide. Square yard, only

NO DEALERS SUPPLIED.



Rugs and Linos, Third Floor—HBC

29c

Simmons Spring-Filled Mattresses

The "Starlite"—a quality mattress good for lots of rest and outstanding value.

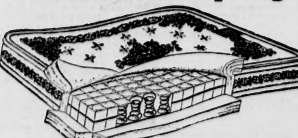
Roll edge—strong resilient springs covered with layer cotton, 4 or 4 1/2" size. Ticking—blue and green and green and blue. Home Furnishing Sale, each

13.95

Parkhill Layer Built Cotton Mattresses

Deep, strongly tufted in attractive ticking. Limited quantity at this low price. 3", 4" and 4 1/2" sizes. For early shoppers only. Sale

5.95



SLEEP IN COMFORT!

Furniture, Third Floor—HBC

New Imported Shadow Cloth

600 Yards On Sale

Beautiful selection of colors and patterns—a close hard-wearing weave. For slip-covers, drapes, cushions, etc., these are ideal.

Floral, semi-modern and conventional designs and color combinations are the latest ideas. See this offering and you'll agree that the value is outstanding. 48-inch wide. 98c value. Yard

69c

1000 Yds. English Cretone

New patterns—new colors—strong and smartly printed cloth—various floral designs. 25 inches wide. Be early as this will be quickly disposed of. Yard

10c

Draperies, Third Floor—HBC



LITTLE ORPHAN ANNIE

The Man of Mystery

—By Gray

THIS CURIOUS WORLD

By William Ferguson

**WATCH
FOR
LITTLE
ORPHAN
ANNIE
EVERY
SATURDAY
FULL PAGE IN
COLOR**

CONNIE

Unknown Friends

By Godwin

BOOTS AND HER BUDDIES

Persistence!

—By Martin

ALLEY OOP

Awright, Make Him Talk?

—By Hamlin

GASOLINE ALLEY

Skeptical

DICK TRACY

A Claw?

Abstract

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

SKYROADS

No Speed Limit

[illegible]

Figure 1

THE NECESSITY

2000

Bulletin Want Ads Arouse Interest, Create Desire . . . and Quicken Decision

Phone 2-6-1-2-1

M-ROOMS WITH BOARD

WART, 1000 Maple, phone 2-1000. 1200 100 80. 2000 200 100. 3000 300 150. 4000 400 200. 5000 500 250. 6000 600 300. 7000 700 350. 8000 800 400. 9000 900 450. 10000 1000 500. 11000 1100 550. 12000 1200 600. 13000 1300 650. 14000 1400 700. 15000 1500 750. 16000 1600 800. 17000 1700 850. 18000 1800 900. 19000 1900 950. 20000 2000 1000. 21000 2100 1050. 22000 2200 1100. 23000 2300 1150. 24000 2400 1200. 25000 2500 1250. 26000 2600 1300. 27000 2700 1350. 28000 2800 1400. 29000 2900 1450. 30000 3000 1500. 31000 3100 1550. 32000 3200 1600. 33000 3300 1650. 34000 3400 1700. 35000 3500 1750. 36000 3600 1800. 37000 3700 1850. 38000 3800 1900. 39000 3900 1950. 40000 4000 2000. 41000 4100 2050. 42000 4200 2100. 43000 4300 2150. 44000 4400 2200. 45000 4500 2250. 46000 4600 2300. 47000 4700 2350. 48000 4800 2400. 49000 4900 2450. 50000 5000 2500. 51000 5100 2550. 52000 5200 2600. 53000 5300 2650. 54000 5400 2700. 55000 5500 2750. 56000 5600 2800. 57000 5700 2850. 58000 5800 2900. 59000 5900 2950. 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**N. H. L. GOAL
JUDGE FILES
\$10,000 SUIT**

Receives Serious Facial Injuries From Attack by Lerna Chobot

Lorne Chabot
NEW YORK, Jan. 30.—Outgr...
of an alleged attack by G...
Lorne Chabot of Chicago Bla...
hawks, a suit for \$10,000 dam...

Williams, a hockey goal judge at Madison Square Garden the previous nine years.

The alleged attack occurred during the Chicago-New York Railroad game.

National League game last Thursday. After Daignault agreed with Chabot that no goal had been scored, despite Williams' flash-sign, the goal-umpire alleges the veteran net minder skated to the umpire.

Later Williams was treated for slight facial contusions. He charges, however, that he subsequently discovered the inside of mouth was seriously injured.

Chipman Leading in Annual 'Spice

CHIPMAN. Jan. 30—The Lamont Chipman inter-town annual bonspiel commenced last night, with four games on Lamont ice and two games on Chipman ice. Following are

Lamont, Dr. Archer, Lamont, 6, Williams, Chipman, 10, Williams, Lamont, 10, Gallagher, Chipman, 8, Scriven, Lamont, 4, Grant, Chipman, 13, Henderson, Lamont, 12, Kulka, Chipman, 2. At Chicomungo, Munro, Chipman, 2.

Nichols, Ch'pman, 13. Dr. You-
Lamont, 5.

Say

And his



**SPECIAL
SELECTED
CANADIAN**

CANADIAN
WHISKY
MAJESTIC

**RYE
WHISKY**

CORBY'S—
FAMED DISTILLERS SINCE 1859
Appointment to His Excellency the Governor General
This advertisement is not in-

acted by the Alberta Liquor Control Board or by the Government of the Province of Alberta.

GOOD GOSH!
SHE MUST
HAVE A



My 1100. To Chicago
Y. Every Experience Inc. *Wichard*



CRICKET

VARSITY PLAY TO 2-2 SCORE BY MUTTARS

Green and Gold Sixlet Shows Finest Form This Season

Reaching heights from which they have fallen short in the past two years, University of Alberta's cricket team, captained by Murray Murdoch, today played their first game of the season in the first game of the series at Bennett rink Tuesday night.

Captained by Alan Wilton, the complete team demonstrated a complete change of form over their play of the past few years. Strong defensive work coupled with effective batting has enabled the varsity to cope with the formidable Green and Gold.

Not Fraser, neither Muttars, did they play a role in the game. The advantage in the early stages of the game was held by the Green and Gold. They had the better of the first two innings, but the initial period ended in a combination of runs with N. Evans. The second period was a complete change of form.

Determined end scoring for the Green and Gold, the first with a score of 100 runs. The Green and Gold obtained the first on a play with Harry Hewitt, Thomas, and the Green and Gold.

The Green and Gold, however, were forced to cope with greatly increased opposition Tuesday night.

PLAY STARTED IN RED DEER'S ANNUAL 'SPIEL'

Twenty-one Rinks Enter Competition in Central Alberta Meet

RED DEER, Jan. 29.—Mid weather was the opening of the Central Alberta league, which is being held at the Red Deer Curling club, under the auspices of the Red Deer Curling club, under the auspices of the Red Deer Curling club.

The first day of the tournament, which will play hosts to 21 rinks for the first day of the tournament, will play hosts to 21 rinks for the first day of the tournament.

Good headway was made on Tuesday afternoon, with the Green and Gold leading the way.

Stettler Defeats Alix in Hockey

ALIX, Jan. 29.—In a thrilling hockey game played in Alix last night, the Red Wings defeated the A's, 5-3.

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Stettler Defeats Alix in Hockey

Cook-Boucher-Cook Trio Heavy Scorers With Nine Points

Triumph Over Toronto Puts Blue Shirts in Front of Detroit—Murray Murdoch Gets Goal and Assist

NEW YORK, Jan. 29.—The New York Rangers played their first game of the season in the first game of the season in the first game of the season.

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GARNEAU SIX HAS 5-2 WIN ON POOR ICE

Beats McDougall Squad to Remain Undefeated in Schedule

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Stettin's New Employment Insurance Bill

Continued from Page One

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STRIKE ANGLES

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SMOKE A FRESH CIGARETTE

COLLECT THE CARD PICTURES

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Thursday is Thrift Day at EATON'S

"It Pays to Shop at EATON'S!" Store Opens at 8:30 a.m., Closes at 5:30 p.m. Daily, Except Wednesday, 8:30 a.m. to 1:00 p.m. To Call EATON'S, Dial 9-1-2-0.

10:30 Sale! Women's Sweater Coats

Big, warm Jumbos, as well as swanky cardigans, in this lower priced clearaway! All-wool knits . . . in jumbo stitch, or the finer cardigan texture. Such popular shades, too, as red, fawn, brown, black; a few with contrasting colors in border stripes. Sizes 34 to 42 in the group.

SPECIAL
10:30

\$1.59

—Sportswear, Second Floor, Phone 9-1-2-7

"Blue Bird" Diamond Engagement Rings

The expert cut of a "Blue Bird" diamond, and its distinguished setting, reflects the good taste both of the donor and the proud lady who will wear it . . .

\$25.00 to \$100.00

EACH. "BLUE BIRD" RINGS ARE EATON GUARANTEED! —Main Floor, Main Store, Phone 9-1-2-4-3

BASEMENT BARGAIN SECTION

Swanky Oxfords for Women and Girls

The popular vogue for sensible, low-heeled shoes makes this an outstanding Bargain! Black kip leather oxfords, laced over smart, young-looking lines, with rows of stitching and laces in fringed effect to add to their trimness. School girls will note the hard-wearing leather soles. Rubber heels. Sizes 3 to 7 1/2. BASEMENT BARGAIN SECTION PAIR, **\$1.98**



Women's Trig Rubber Goloshes

Neat fitting overshoes indeed — the lighter type many women prefer for all seasons, and that all of us like for "in-between" weather. Two-tone style, to fit Cuban heeled shoes . . . a brown color — lined with a warm cotton jersey. Sizes 5 to 7. BASEMENT BARGAIN SECTION PAIR, **\$1.00**

Work Shirts of Warm Fabrics

Such an assortment of fabrics there is for choice, too — wool — and-cotton flannels, drill, moleskin or dooskin cloth, military flannel (cotton) and even some eiderdown cloth (flannel). All are roomily cut — coat or closed styles, with sturdy seamings, and extension neckbands. Prints as well as plain shades in bright tones or darker. Sizes 14 1/2 to 18 in the group. BASEMENT BARGAIN SECTION **98c**



Look for Our 4-Page Flier in Today's Bulletin

Budget Your Purchases Through a D.A.

To be debt-free means that you can be care-free, free to devote your every thought to those things which go to make life more pleasant. There is a great deal of satisfaction to be derived from so arranging your expenditures, as to avoid the accumulation of unpaid and overdue bills. Here is where a Deposit Account at EATON'S can be of great assistance to you. It will encourage careful budgeting. No matter how moderate your means may be, buying through a D.A. can be developed into a habit that will have a beneficial influence on the extent and character of ALL your expenditures.

Besides showing you where your money goes (itemized monthly statement) an EATON D.A. gets you thinking about where the money is coming from BEFORE you make your purchases, instead of having to do some REAL worrying about it a month afterwards. While your account is in funds, it earns a liberal interest based on the daily credit balance. For further information about this plan, phone, write or call at our D.A. office.

Customers' Deposit Account Office

—Fourth Floor, EATON'S Annex, Phone 9-1-2-1-3

10:30 Clearance! Felt Hats!

Final Clearaway of the Season's Popular Styles

SPECIAL
10:30

Time to treat yourself to a new hat . . . when these trim felts will hurry away at such a low price! Brimmed types galore . . . smartly dignified or in young-looking styles. Turbans . . . "wee" hats . . . beret effects. Dark shades, mostly, though some are brighter. Larger head sizes included. SPECIAL AT 10:30 **49c**

—Millinery, Second Floor, Phone 9-1-2-7-7



How Are Your Eyes?

If your vision is not 100% have our fully qualified registered optometrist examine them. Phone 9-1-2-0 for an appointment. —Optical Parlor, Second Floor, adjacent to the Leading Library.

Eaton Groceteria

PRICES UNIFORMLY LOW — PAY LESS — LIVE BETTER

JAM—Eaton's strawberry with fruit juice. Special 4-lb. tin	43c	PUMPKIN—Asst. choice No. 2 2 1/2 qt. tin	11c
BUTTER—Eaton's Imperial fine creamery. Special	26c	OLIVES—McLaren's Queen's 5-lb. can	10c
PINEAPPLE CUBES—Canned. Special 2-lb. tin	25c	SALE—Butter, plain or salted. Special 2-lb. tin	27c
RAISINS—Australian seedless sulfone. Special	3 29c	GRAHAM WATERS—Chickens. 1-lb. cello tin	17c
		TOMATO JUICE—Libby's. 10-oz. can	6c
		EVAPORATED MILK—Eaton's. No. 1 1-lb. can	9c
		CHRISTMAS—Eaton's. 1-lb. can	18c
		POPKORN AND BEANS—Asst. choice. No. 2 2 1/2 qt. tin	7c
		SOYBEAN—Eaton's. 5-lb. can	22c
		KAROL SOAP—Asst. choice. 5-lb. can	25c
		DEARIE—Eaton's. 5-lb. can	15c
		SOYBEAN—Eaton's. 5-lb. can	22c
		TEA—Eaton's. 5-lb. can	38c
		COFFEE—Eaton's. 5-lb. can	38c
		SALMON—Pink Real. Fancy. 1-lb. can	7c
		JAMS—Eaton's. 5-lb. can	39c

DOUGHNUT DAY

At the Lunch Counter

Yes, your "nickel" will buy a rich, golden doughnut, as well as a steaming cup of coffee. Thursday! Name your favorite kind of doughnut, in the kinds our Bakeshop specializes . . . the coffee will be fresh and fragrant, from the glass "Silky" urns.

5c

—Tea Room and Lunch Counter, Main Floor

Bake Shop	
SUGAR DIPPED DOUGHNUTS	17c
CHOCOLATE DOUGHNUTS	19c
DR. JACKSON'S ROMAN MEAL DOUGHNUTS	19c
JAM DOUGHNUTS	23c

Meats and Fish

8:30 Special! HAM—Eaton's. 5-lb. whole	14c
10:30 Special! WHITE FISH—Eaton's. 1-lb. whole	9c
Opening Specials—No C.O.D.'s	
BEEF—Prime. 1-lb. chop	17c
PORK—Choice. 1-lb. chop	22c
PICNIC—Smoked. whole	12c
VEAL—Rib chop	15c
BOLIVIA—Choice. 1-lb. chop	12c
RABBIT—Fancy. 1-lb. chop	15c
COD—Choice. 1-lb. chop	22c

Prompt Delivery, Dial 9-1-2-5-4	
SALAD—Eaton's. 2-lb. can	33c
FILETS—Choice. 1-lb. can	17c
MEAT LOAF—With cheese. 1-lb. can	17c
YONGE—1-lb. can	15c
COD—Choice. 1-lb. chop	22c

Service Grocery, DIAL 9-1-2-4-3

BUTTER—Eaton's. 5-lb. can	52c
CHEESE—Eaton's. 5-lb. can	9c
TOMATOES—Choice. 4-lb. can	49c
PEAS—Eaton's. 5-lb. can	25c
CORN—Eaton's. 5-lb. can	25c
MARSHALADE—Asst. choice. 5-lb. can	47c
JAM—Eaton's. 5-lb. can	49c
SALE—Eaton's. 5-lb. can	44c
FLOUR—No. 1 Patent. 1-lb. can	77c
EGGS—Eaton's. 1-lb. can	27c
PEARS—Eaton's. 5-lb. can	21c

Fruit and Vegetables

ENGLISH NAVEL ORANGES—Eaton's. 5-lb. can	42c
APPLES—Eaton's. 5-lb. can	33c
BEANS—Eaton's. 5-lb. can	23c
RICE—Eaton's. 5-lb. can	27c
PORK AND BEANS—Eaton's. 5-lb. can	29c
MILK—Eaton's. 5-lb. can	29c
SALMON—Eaton's. 5-lb. can	27c
EGGS—Eaton's. 1-lb. can	27c
PEARS—Eaton's. 5-lb. can	21c

Talk About a Special! Swanky Pullovers . . . New and Smart

This "buy" is going to lift many a campus or Going-to-Business wardrobe right out of the between-season doldrums . . . with new chic and gaiety, and a decided economy! Many a Miss Modern is going to want not one but several of these sweaters, when she sees them! Dainty, lacy knits with frilly collars . . . these for a "feminine" touch with tailored suits. Striped knits, with "tailored" collar designs, and long sleeves. Plain colors contrasted with plaid or striped weaves in yokes or collars. They're wool, mostly — some wool with a cotton thread. Many colors, and almost a dozen different styles. Sizes 14 to 20. THURSDAY SPECIAL . . .

\$1.39



—Sweaters, Second Floor, Phone 9-1-2-7-7

Clearance! Women's Novelty Dress and Suit Belts! Samples!

Yes in all this widely varied grouping of new belts there are very few alike! Suedines (fabric), patent leathers so glossy and smart (leatherette) and leatherette materials in grained effects . . . some with the different surfaces in clever contrasts. The widths vary, from trim half-inch to two inch measures. All sorts of novel metal buckles . . . and some of covered leatherette. Black, brown, navy, and a selection of the brighter colors.

25c

EACH. —Leather Goods, Main Floor, Phone 9-1-2-4-3

Plan to Shop at 10:30! Women's Serviceable Shoes a Special Buy!

Such trimly lasted, sturdy shoes they are — strap slippers, pumps, oxford ties, gore pumps — the thriftiest of us wouldn't have hoped to find them for so little! Why, look at the quality of the leathers: black, brown or two-tone calfskin, soled with long-wearing leathers! They're built over such comfortable lasts, too — in all sizes 3 to 8, and A to E fittings. SPECIAL AT 10:30. . . PAIR, **\$1.39**



—Women's Footwear, Second Floor

Men's Fine Wool Combinations

Clear at More Than One-Third Off!

Two famous makes, in this clearance of men's underwear — CEETEE and BRITANNIA undersuits. Both are in a fine knit of all-wool yarns — the Ceetee in creamy color, and the other suits in a natural shade. Both in long sleeved, ankle length style, with flat locked seams. Sizes 36 to 44. SPECIAL.

Britannia

\$2.29

Ceetee

\$2.95

—Men's Underwear, Main Floor, Phone 9-1-2-0-0



T. EATON CO LIMITED
EDMONTON CANADA

T. EATON CO LIMITED
EDMONTON CANADA

EATON'S ANNUAL SPOTLIGHT MUSLIN SALE

Prints! Voiles! Organdies! Linens! Crepes! Ratines! Satins! A glorious array of the newest in materials. We've watched the style authorities — we've searched the markets of the world — and now we are ready to present you with these beautiful fabrics at low prices indeed. We know you will be delighted as we were when you see these materials in all their spring-like freshness.

New! — Fast Color

"WABASSO" PRINTS

Cottons fine and close of weave — soft and smooth of finish — woven in sun- and tub-fast shades. Patterned in new, attractive stripes, polka dots, and gay floral designs. What cheery, colorful summer dresses these will make! 36 inches wide. SALE YARD,

25c

MANCHESTER PRINTS — YARD WIDE — ORDINARY VALUE 19c — 15c

Dainty patterns! Pretty colors! Fine smooth quality! See them and you won't hesitate to choose for your own summer frocks as well as for the children's. Manchester cotton prints.

Plain Organdy in Lovely Pastels

44 Inches Wide — Ordinarily 55c a Yard
Did you ever long for one of those crisp yet-ruffled organdy evening dresses? This is the summer to have one — 'Vogue' forecasts their popularity. Now is the time to buy the material — the saving is very worthwhile. In a transparent permanent finish quality. Soft shadings in pink, maize, open, white, orchid, Nile, peach and light pink, 44-inch width cotton. SALE YARD,

35c

"Glenwood" Printed Chiffon Voiles

39 Inches Wide — Ordinarily 39c a Yard
Such dainty floral patterns — in fast colors, too! If you're looking ahead to the summer days you'll buy several lengths of these fresh, fairy-like voiles! Flower motifs galore, big and little, printed in every imaginable color. You can't have too many dresses of this exquisite chiffon-like fabric. 39-inch width cotton. SALE YARD,

29c

26-Inch English Cotton Prints

These English cotton prints are in a long-wearing twilled weave that launders well. Dark backgrounds: black, navy or maroon with white over patterns. Suitable for everyday house-dresses and children's tops, 26 inches wide. No C.O.D. orders. SALE YARD,

10c

SALE FEATURE — "GOLDEN DAWN" FLAT CREPE 38 INS. WIDE 50c

Flat crepe of this rich, heavy quality is a real find at this pricing. Have you been thinking you would like new, dainty gowns? Then why not make them from this material! Maybe you want a smart blouse or a new dress? Here you'll find the material suitable for any of these purposes — and the price is seldom as low!

Printed "Elysian" Crepes

Ordinarily 89c Yard

After the dark clothes of the winter season there is nothing makes you feel so spring-like as a gaily printed crepe dress! Florals, plaids, geometrics — in green, orange, blue, red, beige, open, jade, maize, black, navy, brown and purple backgrounds. Altogether 34 different colorings and patterns! 36-inch rayon. SALE YARD,

59c

PRINTED RAYON DECHENE OVER 19 PATTERNS 25c

Whether you favor dots, stripes, checks, flowers — you'll find your choice here. Fresh and lovely as spring itself — colored in every imaginable shade — from baby pinks and blues to vivid reds and greens and striking black and white.

SMART PRINTED BROADCLOTHS

Nothing more suitable for the fashionable shirt-waist frocks than these sporting striped cottons! Other patterns, too, in bright or pastel shades. 36 inches wide. Ordinarily 25c. SALE, YARD,

25c

IMPORTED NOVELTY PLAIDS

From Belgium! Cotton of delightful texture — loose and cool in weave — finished with a smart mossy surface that almost unscrutable. Effective plaids and checks on green, blue, red, yellow, grey, sand, dark green, light brown, turquoise and black. 26 inches. Ordinarily 69c. SALE, YARD,

49c

"LORNA" FLOCK DOT VOILES

These will be made up into cool-looking summery frocks, no doubt. We can imagine them daintily curtaining your bedroom windows, too. Green, red, blue and navy dots and broken dots on white backgrounds or white dots on colored grounds. 29 inches. SALE, YARD,

39c

PRINTED LINENE SUITING

Long wearing qualities and low price combine to make this an attractive buy. The very newest in patterns and designs in an attractive array of shades. 26 inches wide. * (Cotton). SALE, YARD,

29c

YARD WIDTH IRISH DRESS LINEN

What looks smarter than a linen dress for summer wear! Linen has a promising summer ahead — so economize by taking advantage of this low price. It is finely woven and smooth in finish, too. At least 11 colors. 36 inches wide. Ordinarily 29c. SALE, YARD,

29c

"WABASSO" PRINTED PIQUE

Literally scores of the new prints and checkery patterns! Grand for those nifty sport frocks and suits we like because they're smart and practical. That jaunty dress for picnics and outdoor wear next season is materially here! Fabulously colors. 36 inch width. SALE,

3 yds. \$1.00

EATON "SUPERCOT" PLAIN BROADCLOTH 12 1/2c

Cotton broadcloth woven to sell at a much higher pricing! It's smooth and close textured — actually strengthens with laundering, and is 36 inches wide. The colorings include:

Real Silk

Crepe Back Satin

A radiant material! Heavy in quality — lustrous in finish. A blouse of this material will add a bright touch to your suit! It makes such dainty under, too. Black, white, eggshell, violet, blue, coral, blue, boat blue, rose fraise, chevron red, piper green, 36 inches wide. Ordinarily \$1.35 yard. SALE YARD,

\$1.00

THE T. EATON CO. LIMITED

Real Silk

Printed Crepes

Feeling just a bit drowsy? Then here's an economical solution: a spring-like printed silk crepe frock! You'll cheer up at the first glimpse of these new spring prints! Glorious patterns and colors — more than a score of them in all in the group. 38-inch width. Ordinarily \$1.30 a yard. SALE YARD,

\$1.00

IT PAYS TO SHOP AT EATON'S

Store Opens at 8:30 a.m., Closes at 5:30 p.m. Daily, Except Wednesday, 8:30 a.m. to 1:00 p.m. To Call EATON'S, Dial 9-1-2-0.

For Profitable Handiwork!

Bias Tape-bound Aprons

Creamy factory cotton aprons, with tape-bound edges. Floral designs for embroidery. SPECIAL

25c

Stamped Linen Towels

Creamy linen dish-drying towels, bordered in red, blue, green or yellow. A bout 15 x 30 inches, hemmed. EACH.

25c

Cushion Forms

Square cushion forms, 18-inch size, filled with downy non-lumping Kapok, and covered in factory cloth. Ordinarily 45c. SPECIAL, EACH.

39c

"Lady Fair" Yarns

"Crystal Twist"—two yarns with an interweave thread of shimmering silk. Pastel or darker. A new crocheted wool, too—fine spun yarns in a pete twist. Once balls, approx. BALL.

25c

—Fancy Work Section, Second Floor, Phone 9-1-2-4-2

One-Pant Suits

Good-Looking Tweeds for Everyday and Knockabout Wear

Planning to look about for a suit that will 'fill in' between now and Spring? Then don't miss seeing this ten dollar group! These suits will turn you out for office and everyday occasions feeling well dressed... and looking that way.

Novel and herringbone tweeds in grey or brown shades; two-button, single breasted style, with peak or notch lapels. Sizes 36 to 46.

SPECIAL, 3-PIECE SUIT.

\$10.00

—Men's Suits, Main Floor, Phone 9-1-2-7-7



Men's Jumbo Sweaters Half Price

There aren't as many of these great sweater coats as you know there'll be men who want and need them. Best be here right at door-opening, Mister Man! All-wool yarns in heavy Jumbo stitch... deep rack stitch shawl collars. Grey, fawn, brown, and black—some with notch lapels on collar or pockets. Sizes 36 to 44.

HALF PRICE

—Men's Sweaters, Main Floor, Phone 9-1-2-7-7

SEE PAGE 16 FOR OTHER EATON ANNOUNCEMENTS

Two Sheet Lengths for Dollar

There should be a an eager flurry of shoppers for these lengths of creamy unbleached sheeting, or we miss our guess. Sturdy and even in weave, and soon tubbed to a snowy whiteness. In 72-inch width, Ten yards to a customer; no C.O.D.'s by phone, please.

MORNING HOUR SPECIAL

5 yds. \$1.00

—Staples, Second Floor

Come Early for Work Shirts!

Rated 'seconds' just due to slight misweaves in the fabric. Fully cut—closed body style, with pocket. Blue chambray or navy blue cambric, in sizes 14½ to 16½. No C.O.D.'s by phone, please. Limited quantity.

MORNING HOUR SPECIAL

50c

"Verona" Drapery Fabrics

A lustrous new material to hang in colorful, shimmering lengths at the windows—a rayon of alpaca weave. Its texture is fine and firm; its patternings, of floral modernistic effect, are bright against creamy grounds. In 36-inch width, good value at 39c yard. Personal shopping.

MORNING HOUR SPECIAL

23c

—Home Furnishings, Second Floor, Annex

New Electric Toasters

Quick... dependable... efficient... toasters in a modernistic 'streamline' cabinet design. Gleaming chrome finish, with a black base and black handles on the sides. Lowering the sides automatically turns the slice. Complete with cord and plug. MORNING HOUR SPECIAL.

—Electrics, Second Floor, Annex

\$1.89

Frocks!

Shop at 9:30!

New and very smart... richly textured crepes (fibre silk) with taffeta in colorful stripes, or Springlike prints, for contrast. Graceful floor-length styles... the 'Sunday Nights' that serve smartly for so many occasions. 14 to 44. No C.O.D. phone orders.

9:30 SPECIAL

\$1.95

—Dresses, Second Floor



"ZIP" Batteries

Auto batteries of a dependable make—at a money saving, Thursday. In 6-volt, 11-plate size. SPECIAL

\$4.98

—Auto Batteries, Downtown, Phone 9-1-2-4-3

"Ace" Gas Range

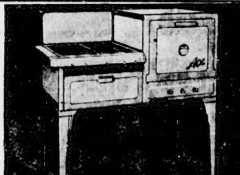
Limited Group at Sale Prices!

Handsome stoves, cabinet style, finished in buff and ivory porcelain enamel. Four star burners in cooking top; insulated oven, with enamelled interior. Some models equipped with "Wilcoater" heat control device. Each range specially adapted for Alberta gas consumers—fully guaranteed. SPECIAL.

Model without Wilcoater, Model with Wilcoater.

\$39.00 \$49.00

—Also available on deferred payment terms. —Gas Stoves, Downtown, Phone 9-1-2-4-3



Housewares, Luggage Specials

"LANGMUIR" ALL-METAL DRESS TRUNKS, 36 x 21 x 18, EACH \$9.25
"LANGMUIR" ALL-METAL STEAMER TRUNKS, 24½ x 21 x 12, EACH \$8.25
HEAVY GALVANIZED METAL COAL HODS, ball handles, EACH 59c
LARGE SIZE GALVANIZED WASH TUBS, corrugated, EACH 99c
HOUSEHOLD 5-STRING BROOMS, strongly made, EACH 65c
"OLD ENGLISH" FLOOR WAX and FURNITURE POLISH, THE TWO 59c
GALVANIZED METAL WASH BOILER, light fitting lid, EACH 89c
ZINC SURFACED WASH BOARD, wood frame, EACH 50c

—Luggage and Housewares, Downtown, Phone 9-1-2-4-4

Bedding and Staples

70 x 90 inch Rainbow Border Flannelette Blankets

Here it is! The special purchase you've been asking us about for a long time... the hard-to-get 'substandards' of the famous Alabama line! Downy white flannelette—any tiny misweave or marking won't affect their warm cosiness. Full sized: 70 x 90 inches, whipped in singles. Limited quantity. SPECIAL

each \$1.00

Krinklette Spreads

Another fortunate 'buy'. The maker rated these spreads as 'substandards'—creamy cottons, with the krinkle stripes in rose, blue, gold, mauve or green. In 72 x 90 and 80 x 100 inch sizes. SPECIAL

each \$1.00

Checked Bath Towels

A fluffily white terry in these first quality towels—pretty with lengthwise rainbow stripes, or pastel over-checks. They're in 16 by 30 inch size, hemmed. SPECIAL

each 10c

—Staples, Second Floor, Phone 9-1-2-7-6

10:30 Special! "Wabasso" Pillow Cases

A great special indeed! Slice of this renowned line... heavier cottons, in the snowy bleach. Both hemmed and 4 hemstitched borders, and the standard 60- and 48-inch widths.

10:30 SPECIAL

5 for \$1.00

—Staples, Second Floor, Phone 9-1-2-7-6



Sunlight Soap

For laundry use. 2-DAY SALE.

25 cakes \$1.00

SEMI-ANNUAL SOAP SALE

A two-day event few thrift-wise home managers in Edmonton will want to miss. Small mountains of soap are piled high in the storage rooms—and they'll melt like snows before a Spring Chinook, at these lower prices. The delicate complexion soaps, fragrant and fine... the homely bars of household soap, ready to get to work... the cleansers, with a bright purpose in life... household sundries. All at sale savings, in this featured event.



Fels-Naptha Soap

At a reduced pricing. 2-DAY SALE.

10 cakes 74c



Castile Soap

Royal, white or mottled. 2-DAY SALE.

2 bars 19c



Carbolic Soap

Jumbo. 2-DAY SALE.

13 cakes 50c



Colgate's Toilet Soap

Lavender, Lilac, Klix or Nicely. 2-DAY SALE.

12 cakes 39c

Bath Salts

Half price! Lavender, Rose, Violet, in fancy bottles. 2-DAY SALE.

50c



Lifebuoy Soap

health soap. 2-DAY SALE.

4 cakes 29c



Royal Crown Cleanser

2-DAY SALE.

5 tins 25c



Old Dutch Cleanser

2-DAY SALE.

3 tins 25c



Sani-Flush

for toilet bowls. 2-DAY SALE.

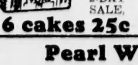
2 tins 45c



Calay Soap

2-DAY SALE.

5 cakes 25c



Witch Hazel

2-DAY SALE.

6 cakes 25c



Ivory Soap

2-DAY SALE.

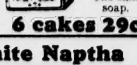
6 cakes 25c



Cairo Palm Soap

2-DAY SALE.

12 cakes 39c



Palmolive Soap

2-DAY SALE.

5 cakes 23c



Lux Soap

The skin soap. 2-DAY SALE.

6 cakes 29c



Household Tissue

sterilized. Approximate 7-ounce roll. 2-DAY SALE.

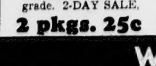
6 rolls 49c



White Cross

toilet tissue. 2-DAY SALE.

3 rolls 29c



Red River

toilet tissue. 2-DAY SALE.

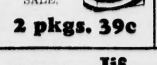
16 rolls 49c



Chipso Soap Flakes

2-DAY SALE.

2 pkgs. 39c



Oxydol Soap Flakes

2-DAY SALE.

2 pkgs. 39c



Jif Soap Flakes

2-DAY SALE.

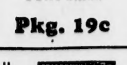
2 pkgs. 29c



Lux Soap Flakes

2-DAY SALE.

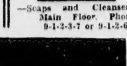
6 pkgs. 49c



Rinso Soap

granulated soap. 2-DAY SALE.

Pkg. 19c



Eaton 2-Day Event

—Soaps and Cleansers, Main Floor, Phone 9-1-2-7-7

WATCH FOR

"NOT-ADVERTISED" CARDS

T. EATON CO. LIMITED
EDMONTON CANADA

WATCH FOR

"NOT-ADVERTISED" CARDS

SEE BACK OF THIS PAGE FOR OTHER EATON ANNOUNCEMENTS

SPOTLIGHT SALE

"It Pays to Shop at EATON'S!" Store Opens at 8.30 a.m., Closes at 5.30 p.m. Daily, Except Wednesday, 8.30 a.m. to 1.00 p.m.
To Call EATON'S, Dial 9-1-2-0.

Housedresses! Uniforms! Aprons! Smocks!

Proud of this grouping? Of course we are. Such attractive frocks... In such up-to-the-minute styles... of such fine materials... are rarely found in one group, let alone at all these popular prices! Thousands of women are going to delight in this opportune Sale event. Better come early, and see each grouping at its best — you're going to want a share of the offerings, we're sure!

See the Window Displays! Extra Salespeople! Extra Space! Phone 9-1-2-0 — 9-1-2-2-8 — 9-1-2-3-2

Thursday

Thursday

Dresses from "Martha Washington"

Cotton Prints — a Dozen New Styles

Many women buy their home frocks by the label — this label that assures excellence of fabric and finishing, and newness of style. For them this is an event of annual importance.

The "Martha" dresses this year outdo all former groups in dazzling variety of style — everything from trim, shirtwaist types to befrilled, dressy styles... plaids, checks, dots, and flowery prints. Note the sizes — 14 to 20, 38 to 40, and 42 to 51. SPOTLIGHT SALE

\$1.29

Tubworthy Print Dresses

Take a Popular Price, with Economy Success

These are the gay little, bright little frocks so easy to slip into early in the morning... so cheerful to stay in during the busy housekeeping hours... and so useful to don in a jiffy when you want to hurry along that dinner!

Styles make a feature of easy laundering... simple, short sleeved effects, notable for a lack of "fussy" details. A dozen styles from which to choose, too—all in cheery, young-looking, cotton prints. 14 to 42. SPOTLIGHT SALE

79c

The Dollar Frocks!

A Featured Grouping of the Spotlight Sale!

The special purchasing of this group is a story in itself... how cotton prints were chosen from a manufacturer's advance collection, and the styles from the 'cream' of the early 1935 lot... and a clear-away pricing secured! You'll just have to see the dresses to realize what exceptional value they offer. The styles and the bright prints will alike take to tubbing like a duck to the water. 14 to 44. SPOTLIGHT SALE

\$1.00



These Frocks Are Smarter

Than Any We've Seen Before at \$1.95!

No mere house frocks, these! Such dresses will be quite at home on fairway and green, next summer... and donned for smart office wear too, as well as for picnics and the holidays! In fact, they're reproductions of advance styles in sport frocks... in cotton broadcloths, ginghams and percales of excellent quality.

Almost a dozen styles — how to describe them! Diagonal plaids... tartans... dots... checks... stripes... 'tailored' in mood, mostly, with smocking, pipings, cord ties, sailor collars, crisp pique... oh, a score of different details. Sizes 14 to 42. SPOTLIGHT SALE

\$1.95

White Hoovers

Long-wearing White Jean Cotton... Trimly Cut

The housewife, the beauty shop expert and the office nurse all demand uniforms like this... won't they cheer this Special! A firmly woven white jean... trimly cut, in reversible Hoover style. Round collar; short sleeves. Sizes: small, medium or large. SPOTLIGHT SALE

\$1.00

Broadcloth Smocks

Several Styles... \$1.39 Value, Everyday

Can't forget the cotton broadcloth smock, in a sale like this! Certainly not when the price allows such an economy advantage. Fitted styles... 'different' with rows of buttons, linene (cotton) collars, or bright touches of checky prints. Greens and blues mostly. Sizes fit 34 to 42. SPOTLIGHT SALE

\$1.00

Trig White Uniforms

Ordinarily Ask \$1.95 — They're Sanforized!

Yes, every inch of the fine white cotton broadcloth or rep for these uniforms was "Sanforized" — which means lasting satisfaction in the fit! Both styles are here — the front-buttoning uniform, slightly fitted, and with a back belt; the wrap-around. Hoover. They both have short sleeves. Sizes small, medium and large. SPOTLIGHT SALE

\$1.39

Fifty-Cent Frocks in the Spotlight Sale, Thursday

The fabrics alone in these gay dresses are worthy of the price the made-up frocks ask. Why, look at the cotton prints—how firm and even in weave they are, and how bright in coloring! And the choice in patterns they offer — as well as in styles! Short sleeved, making a feature of easy launderability. Sizes 36 to 44 in the group. SPOTLIGHT SALE

50c

New Holloware

A Gleaming New Shipment of Fine E.P.N.S. Ware

Planning to spend about five dollars for that wedding gift or presentation token? Then don't miss this newly arrived grouping!

CAKE BASKETS SALAD BOWLS CASSEROLES DISCUT JARS ROLL TRAYS DESSERT SETS. SALE, PIECE OR SET. —Holloware, Main Floor, Phone 9-1-2-3-0

\$3.95

Dr. McCann Arch-Support Shoes

Feature a Swanky Brown Calf Leather Brogue Oxford

The hundreds of wearers of Dr. McCann (trade name) famous arch shoes will cheer this youthful new style... a brown calfskin brogue smart for campus or business wear! Lasted to the specifications of these renowned shoes — with their extra arch support.

Leather soles, and military heels. All sizes, and A.A. To D fittings. SALE, FAIR, **\$2.98**



—Footwear, Second Floor, Phone 9-1-2-3-2

Handbags Half Price

Clearance of Smart Imports

Afternoon and evening bags of distinction... crepes, moirés, novelty fabrics... some with touches of embroidery, some 'tailored' in mood, many heavy with beads. Some lighter hued bags, formerly at even higher ticketings, are included. SALE... HALF PRICE, **95c**

—Handbags, Main Floor, Phone 9-1-2-3-5

Big Buy of Four-Ply Knitting Yarns

Four-Ply All-Wool Yarns... More than Thirty Colors!

Pay you to put in a supply of all the fine yarns you're going to need for sweaters, afghans, scarves, and the like: this clearance of new, first quality yarns allows a great saving! Four-ply — a soft even spun yarn.



WHITE MEDIUM PINK DEFT LIGHT BLACK LIGHT ROSE NILE MIST FINE ROSE PADDY SCARLET TROUBADOR SUNTAR BUTTERCUP SALE, approx. ounce ball

—Knitting Yarns, Second Floor, Phone 9-1-2-3-5

Wool Combinations

Fine Imported Suits... Medium Weight

Good quality garments... an investment in lasting comfort. Outstanding value at this price! The fine, all-wool yarns are knit in a comfortable, flat stitch. The style you prefer for this season: long sleeved, and ankle length. Sizes 36 to 44. SPECIAL, **\$3.39**

—Men's Underwear, Main Floor, Phone 9-1-2-3-0

Sturdy Boots

Black Kip Leather — Roomy Lasts

Comfortably built boots for the man who is on his feet all day. Miles and miles of sturdy service in every pair! Serviceable leather soles... rubber heels... uppers lasted for a roomy comfort. Sizes 6 to 11. SPECIAL, **\$2.95**

—Men's Shoes, Main Floor, Phone 9-1-2-3-0



CHINA GLASS

Featuring Alberta Made Medalta Pottery

MIXING BOWLS, 10-inch size, in tan or blue. SALE, EACH, **19c**
JUGS, tankard shaped, 2-pint size. Blue. SALE, EACH, **21c**
PIE DISHES, mottled tan pottery. 7-inch. SALE, EACH, **19c**
CASSEROLES, tan, with white lining. With lid. SALE, EACH, **35c**
PINT JUGS, convenient size; blue pottery. SALE, EACH, **15c**
VASES, many attractive shapes and colors. SALE, EACH, **49c**

—Pottery, New Location, Second Floor, Annex, Phone 9-1-2-3-2

Buy Real Silk Crepe Stockings!

They're in Vogue... for Chic and Serviceability!

A Special Thrift!

These popular stockings at a most unusual saving, Thursday! Their dullness is flattering... the crepe is long-wearing; serviceable enough for daytime. Buy in matching pairs for added thrift! Garter bands of nerezized cotton yarns are a practical feature. SUBSTANDARDS... but full fashioned, of course, and in the newer shades. SPECIAL, FAIR, **69c**

Silk Right to the Top!

Real silks of that dull sheerness you like so well. The slight shadows that make them SUBSTANDARDS are almost invisible, and in no way affect the wear! Such fashion-wise shades, and all sizes \$12 to 10 1/2. Full fashioned. SPECIAL, FAIR, **75c**

Crepes of Flawless First Quality!

Stockings of ringless clarity... the real silk threads smartly dull in finish. Silk to the topmost thread, too... 'luxury' stockings indeed. Amazing shades are here, in the long-sleeved types for afternoon; brighter tones for the floor-length frocks. 14 to 42. BASEMENT BARGAIN SECTION, FAIR, **89c**

—Hosiery Section, Second Floor, Phone 9-1-2-3-2



REMARKABLE ONE-DAY BARGAIN SECTION EVENT

Men's Warm Undersuits

Combinations of a serviceable weight for right now—a cotton knit in a material, brushed to a soft finish. Long sleeved, ankle length style as you'd prefer. Size 36 to 44. BASEMENT BARGAIN SECTION **\$1.00**

Men! New Suspenders

Neat looking braces: narrower widths, in smart stripes. Leather tabs. BARGAIN **39c**



Vests and Bloomers

Your favorite texture, in garments of seasonable weight: a fine cotton ribbing, brushed cotton, creamy cottons with a silky thread of rayon — even some in a fine wool knit. Some of the vests are short sleeved — others open-topped with narrow straps. Sizes 36 to 44 in the group, though not in every knit. First, quality and some second. BASEMENT BARGAIN SECTION, GARMENT, **35c**

THE T. EATON CO. LIMITED EDMONTON CANADA

Frocks a Bargain!

Afternoon and Sunday Night Types

An important saving! The crepe celanese is richly heavy in texture... draping in graceful lines. The styles boast details decidedly of the season — touches of metallic or velvet, insets of rich, ribbon bows. Dark shades are here, in the long-sleeved types for afternoon; brighter tones for the floor-length frocks. 14 to 42. BASEMENT BARGAIN SECTION, NO MAIL ORDERS — NO DELIVERY. **\$1.95**



See Back of This Page for Other EATON Announcements

SEMI-ANNUAL SALE of FURNITURE AND HOME FURNISHINGS

"It Pays to Shop at EATON'S!" Store Opens at 8.30 a.m., Closes at 5.30 p.m. Daily, Except Wednesday, 8.30 a.m. to 1.00 p.m.
To Call EATON'S, Dial 9-1-2-0.

Sundown Chairs

One of these luxurious chairs will bring joy and comfort to your home. Low and deep with spring-filled back and seat. Exceptionally smart covers suitable for almost any home. A chair of charm and distinction well within everyone's budget, thanks to the Sale.

\$29.50

DEFERRED PAYMENT TERMS—Cash deposit, \$2.95; balance in 10 equal monthly payments of \$2.95.
—Furniture, Third Floor, Annex, Phone 9-1-2-4-0

Inner Spring Filled



The numerous oil tempered springs which are buried in layers of white cotton felt ensure real sleeping comfort. Finished with firm roll edges and covered with strong blue damask ticking. Standard sizes.

\$11.95

Layer Built Mattresses

Featured At 10:30!



Be here at 10:30 for this! Layer upon layer of clean colored cotton felt enclosed in a pretty floral covering. Strongly tufted with soft cotton tufts and finished with firm roll edges.

All standard sizes. Ordinarily \$6.50. SALE AT 10:30. **\$4.89**

—Mattresses, Second Floor Annex, Phone 9-1-2-4-0

Colored Rayon Madras



Shopping on the dot of 10:30 is imperative if you wish to take advantage of this value. This rayon madras in blue, blue and rose, or gold, will make very attractive side drapes. In 36- and 45-inch widths. Ordinarily \$1.50. SALE AT 10:30. **23c**

A Real Cretonne Value

These English block cretonnes in floral designs are useful for so many purposes — smocks, side curtains, cushions, window boxes, etc. 30 inches. Lengths of 10 to 20 yards. Ordinarily \$1.50. SALE AT 10:30. **39c**



—Drapery, Second Floor Annex, Phone 9-1-2-4-0

Lace Curtain Panelling

If your living or dining room windows are exceptionally large you will welcome this sale, as the panels, each 2 1/2 yards wide, may be cut in any size. Smart filet net in ivory shade. Ordinarily \$1.00. SALE AT 10:30. **69c**

Frippy Scrim Curtains

Dainty frippy curtains suitable for your bedroom or bathroom. Rayon stitched edges in rose, blue, green and gold. 60 inches long. Limited number — 8:30 shopping is advisable. SALE AT 8:30. **25c**



—House Furnishings, Second Floor Annex, Phone 9-1-2-4-0

THESE BEAUTIFUL WILTON RUGS

At Unrivalled Values for Thursday — Half the Usual Price! A fortunate buy enables us to offer these rugs at a big saving. They are good grade Wilton rugs in the season's most popular colors and designs. A dull and dingy rug makes your room look lifeless; a rich and colorful one with attractive design makes it alive and interesting. This is an excellent opportunity to replace your old rug at a saving. The grouping consists of:



3 Only, 6'9" x 9' ft. SALE, EACH. **\$24.50**
3 Only, 9' x 10.6 ft. SALE, EACH. **\$29.50 and \$33.75**

10 Only, 9' x 10.6 ft. SALE, EACH. **\$33.75 and \$37.95**

—ALSO AVAILABLE ON DEFERRED PAYMENT TERMS — Rugs, Third Floor, Annex, Phone 9-1-2-4-0

Wagons



Coombs walnut tea wagon as illustrated. SALE **\$21.95**



Walnut Finished Birch Chairs

These attractive Windsor type chairs are strongly constructed of birch in handsome walnut finish. There are so many places in your home where these chairs may be suitably placed — it will be worth your while to invest in more than one at this low price. See sketch. No C.O.D. phone orders. DOOR-OPENING SPECIAL. EACH, **\$1.39**

Walnut Finish Birch Tables!

What a response there should be to a Sale value like this. Tables sturdily made of solid birch in rich walnut finish, with two under shelves and nicely turned legs. As practical as they are smart. As sketched. No C.O.D. phone orders. DOOR-OPENING SPECIAL. EACH, **\$1.49**



—Furniture, Third Floor, Annex, Phone 9-1-2-4-0

CARLOAD OF BEDROOM SUITES

Transform Your Bedroom



with this three-piece suite! When you see it you'll find it hard to believe such beauty and good quality costs only \$36.95. Well made of birch in rich two-tone effect. Set includes Hollywood vanity with Venetian style mirror and four drawers; chest of drawers with five spacious drawers; full panel bed in 4.6 ft. size. As sketched. Priced for immediate delivery.

SALE, 3 PIECES.

\$36.95

DEFERRED PAYMENT TERMS—Cash deposit, \$3.76; balance in 10 equal monthly payments of \$2.56.

9-Piece Walnut Finished Dining Suite

You'll like this well proportioned suite for its smartness of design and richness of finish. 60-inch buffet, with three centre drawers and roomy end cupboards. Twin pedestal table with disappearing leaf in top. Panel front china cabinet. One arm and five side chairs with slip seats of genuine leather. All in solid birch with walnut finish. As sketched.

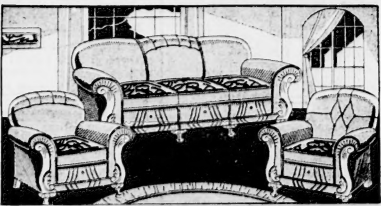
SALE, 9 PIECES.

\$79.50

Deferred Payment Terms — Cash deposit, \$7.95; balance in 10 equal monthly payments of \$7.66.



3-Piece Chesterfield Suite



A suite that will give your living room that well-furnished appearance. Style, good quality and moderate price combine to make this an outstanding value. Prettily covered in rich shades of cotton repp with floral patterned reversible spring-filled cushions. Doesn't it sound attractive — it is, decidedly.

SALE, 3 PIECES.

\$59.00

DEFERRED PAYMENT TERMS—Cash deposit, \$5.90; balance in 10 equal monthly payments of \$5.58.

Total D.P. Price, \$62.71. —Furniture, Third Floor, Annex, Phone 9-1-2-4-0

Kalsomine Outstanding Value

A wide variety of colors: white, ivory, mid buff, buff, light blue, deep blue, pale green, sea green, deep green, lavender, pink, brown, grey.

SALE, 5-LB. PKT.

39c

—Second Floor Annex, Phone 9-1-2-4-0

Upright Pianos in the Sale!

Slightly Used Instruments, Gone Over by Experts, and Perfectly Tuned!

Every piano is in good tonal condition — its case polished — fully guaranteed. Only these instruments listed. Best see the grouping at its complete best, early!

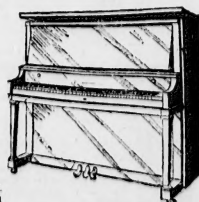
AMHERST PLAYER, mahogany case. SALE, **\$99.75**

ALEXANDRA, mahogany case. SALE, **\$129.50**

LE SAGE, mahogany case. SALE, **\$129.50**

AMHERST PLAYER, oak case. SALE, **\$149.50**

—ALSO AVAILABLE ON DEFERRED PAYMENT TERMS — Pianos, Second Floor, Annex, Phone 9-1-2-4-1



HIGH QUALITY, WIDE ASSORTMENT, BEAUTIFUL DESIGNS, DEFERRED PAYMENT PLAN! ALL FEATURES OF EATON'S SEMI-ANNUAL

Sale of Furniture and Home Furnishings

Commencing Thursday, January 31st and Continuing Throughout February

Every group—every piece—has been selected to conform to high standards of quality in material and workmanship. Many exclusive EATON designs are shown.

The number and assortment of groups and separate pieces is wide enough to enable you to choose suitable furnishings for any room, in any house.

By the Deferred Payment Plan purchases of home furnishings amounting to \$15.00 and over may be made on the following Deferred Payment terms:

10% DOWN PAYMENT
Orders \$15.00 and under \$25.00 — 6 monthly payments.
Orders \$25.00 and over — 10 monthly payments.

ELECTRIC WASHERS

Featuring The "Royal"

An up-to-date washer with 22-inch porcelain tub, gyrator action, heavy steel frame, all-metal wringer and balloon wringer rolls. A real saving is awaiting you if you purchase one of these machines tomorrow! **\$69.50**

—Also Available on Deferred Payment Terms — Electric Washers, Downstairs, Phone 9-1-2-4-0

"Viking" Electric

Refrigerators

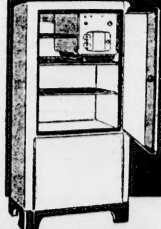
In the famous V-64 model — brand new machines, finished in baked white enamel on the outside, and with porcelain interiors.

Body is constructed of one piece of metal — supported on 4 legs. Total built area, 11.3 square feet; gross cubic measurement, 6.6 cubic feet. Inside dimensions, 21 by 21 by 17 1/2 inches. Capacity of 24 ice cubes. "Stora-dor" extra shelf arrangement. Fully guaranteed. SALE.

\$139.50

—Also Available on Deferred Payment Terms

—Electrical Refrigerators, Second Floor, Annex, Phone 9-1-2-4-1



"Sparton" Radios

1934 Console Models

A fortunate "repeat" of a previous Sale success. Remember the buying excitement when the other "Spartons" took this exceptional price? Then you'll come early to secure one of these! Eight- and nine-tube instruments, featuring 1934 improvements in radio design. This model is renowned for sensitivity, selectivity, and full tonal beauty. SALE.

\$69.75

—ALSO AVAILABLE ON DEFERRED PAYMENT TERMS — Radios, Second Floor, Annex, Phone 9-1-2-4-1

EATON'S for SERVICE Which Means STYLE QUALITY ASSORTMENT VALUE

See Back of This Page for Other EATON Announcements